



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

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GAIN Report #MO0021

Morocco

Promotion Opportunities

2000

Approved by:

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U.S. Embassy, Rabat

Prepared by:

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Report Highlights:

USDA will have US booths that exporters can use to display their products at the following shows:

SAM Food Show - Casablanca - March 2001

Dawajine Poultry Show - Casablanca - June 2001

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Rabat [MO1], MO

"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."

Section I. FAS/W Endorsed Trade Shows

None

Section II. Other Trade Shows**ACTIVITY I**

1. Title of the Event: SAM 2001 Food and Agricultural Show

2. Dates: Third week of March 2001

3. Venue:

Espace Toro
Casablanca, Morocco

4. Contact Information:

Ms. FatimEzzahra Boumhamdi
Salon de l'Alimentaire et de l'Agriculture au Maroc (SAM)
Espace Toro, Boulevard Sidi Mohamed Ben Abdellah, Casablanca, Morocco
Email: toro@casanet.net.ma
Phone:(212-2) 940-245/940-247/940-315 Fax:(212-2) 940-222/949-371
New Phone Numbers starting October 13, 2000:
Phone:(212-2) 294-0245/0247/0315 Fax:(212-2) 294-0222/294-9371

5. Comments:

The fair gives U.S. exporters the opportunity to showcase various consumer-oriented food products to Moroccan distributors, consumers and end-users.

Because of the high visibility of this fair in Morocco, the Agricultural Attache in Rabat is planning to rent one USDA booth that can be used to display various American food products. AgAtt encourages U.S. food exporters to send their brochures, posters, and products samples to:

Office of the Agricultural Attache
American Embassy, Rabat
PSC 74 Box 002
APO AE 09718

If you need information don't hesitate to contact us at:

Merritt Chesley, Ag.Attache
Aziz Abdelali, Ag.Specialist
Phone: (212-7) 765-987 Fax:(212-7) 765-493
Email: AgRabat@fas.usda.gov AbdelaliA@fas.usda.gov

New phone numbers starting October 13, 2000:

Phone:(212-3) 776-5987

Fax:(212-3) 776-5493

ACTIVITY II

1. Title of the Event: POULTRY SHOW - DAWAJINE 2001

2. Dates: Mid-May 2001

3. Venue:

Ms. FatimEzzahra Boumhamdi

Espace Toro, Boulevard Sidi Mohamed Ben Abdellah, Casablanca, Morocco

Email: toro@casanet.net.ma

Phone:(212-2) 940-245/940-247/940-315 Fax:(212-2) 940-222/949-371

New Phone Numbers starting October 13, 2000:

Phone:(212-2) 294-0245/0247/0315 Fax:(212-2) 294-0222/9371

4. Organizer Contact Information:

M. Chaouki Jirari; Manager

Federation Interprofessionnelle du Secteur Avicole (F.I.S.A.)

123, Boulevard Emile Zola, Casablanca, Morocco

Phone: (212-)311-249/542-488 Fax:(212-)442-276

Email: fisa@iam.net.ma

New Phone Numbers starting October 13, 2000:

Phone:(212-2)231-1249/254-2488 Fax:(212-2)244-2276

5. Comments:

The show gives U.S. feed and poultry industry the opportunity to showcase various products to the Moroccan poultry producers, feed manufacturers, and end-users.

Because of the high visibility of this fair in Morocco, the Agricultural Attache in Rabat is planing to rent one USDA booth that can be used to display various poultry related products. AgAtt encourages U.S. exporters of feed and poultry related products to send their brochures, posters, and products samples to:

Office of the Agricultural Attache

American Embassy, Rabat

PSC 74 Box 002

APO AE 09718

If you need additional information do not hesitate to contact us at:

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